

SAMPLE

OPTIONAL METHOD FOR INCLUDING PERFORMANCE MEASURES IN CONTRACTS

(Taken from contracts executed by CMO)

Performance Measures – Media Buying Services			
Contractor will be evaluated on the following performance during and at the completion of this contract.			
	Poor	Good	Excellent
Demonstrated expertise in developing and executing media plans to accomplish outreach and communication objectives.			
Demonstrated knowledge and expertise in both traditional and new media to maximize reach and frequency goals for a media campaign.			
Overall quality of work performed including preparation of media plans, negotiation of rates and securing added value			
Met or exceeded estimates of percentage of media placement dollars as a percentage of the total budget, within an SOW			

Performance Measures – Public Relations Services			
Contractor will be evaluated on the following performance during and at the completion of this contract.			
	Poor	Good	Excellent
Demonstrated expertise in developing public relations plans and accomplishing outreach and communication objectives.			
Demonstrated knowledge and expertise in using social media tools			
Overall quality of work performed including plans, press releases, and media relations, specifically – Were plans detailed and comprehensive? Were press releases and supporting materials well-written? Was the outreach and response to media timely and professional? Were outcomes measured and objectives met?			
Completed work issued according to schedule/timeline.			